



☒ **PROPOSED**

☐ **CURRENT**

DUTY STATEMENT

Note: Shaded area is for Personnel Office use only.

PERSONNEL REQUEST NO.		EFFECTIVE DATE
DIVISION Communications	POSITION NUMBER (Agency – Unit – Class – Serial) 174-410-5595-xxx	
UNIT Communications	POSITION CONTROL NO. 0387	
INCUMBENT Vacant	CLASS TITLE Information Officer II	
Briefly (1 or 2 sentences) describe the position's organizational setting and major functions.		
Under the direction of the Communications Director, the Information Officer II will help coordinate media relations and support for SPI speaking engagements and interviews; answer questions from the media, write press releases and assist in all facets of communicating CDE's news to the media and the public. Tasks include guiding and supervising a team of information officers; managing media-related PRAs; supporting division media strategy; researching, writing, editing and explaining complex education issues; working with other units and branches to craft and execute communication plans; preparing staff to talk with the media; developing effective communications strategies; producing and posting web and social media content.		
% of time performing duties	Indicate the duties and responsibilities assigned to the position and the percentage of time spent on each. Group related tasks under the same percentage with the highest percentage first. (Use additional sheet if necessary)	
40%	Team Leader and Press Spokesperson: Independently plan, write, and edit news releases, news advisories, speeches, pamphlets, and other department publications and material to be broadcast on radio, television, and/or the internet. Speak on behalf of the California Department of Education (CDE) to the media, develop effective working relationships with the news media, prepare other CDE staff to talk with the media, analyze media coverage, develop strategies for effectively communicating complex and sensitive issues, and assist in staging press conferences and other news-related events, as necessary. Write and edit social and website content. Serve as a back-up for Director for meetings or in communication-related conversations with Superintendent of Public Instruction (SPI) and Executive leadership.	
30%	Manage Media and Workflow: Under the direction of the Communications Director, coordinate media relations and the required support for SPI speaking engagements and interviews.	
20%	Administrative duties: Supervise Information Officer I positions; participate in, and/or lead, staff meetings; participate in planning calendar and team-building activities; and keep supervisor apprised of the status of projects, work flow, media relations needs, and problems as they arise.	
10%	Coordinate Public Records Act (PRA) responses: In consultation with the CDE Legal Division, respond in a timely manner to PRA requests made by the media, track requests, and involve other divisions, as necessary.	

To be reviewed and signed by the supervisor and employee:		
Supervisor's statement: <ul style="list-style-type: none"><i>I have discussed the duties and responsibilities of the position with the employee</i><i>I have signed and received a copy of the duty statement.</i>		
SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE 	DATE
Employee's statement: <ul style="list-style-type: none"><i>I have discussed the duties and responsibilities of the position with my supervisor</i><i>I have signed and received a copy of the duty statement</i>		
EMPLOYEE'S NAME (Print)	EMPLOYEE'S SIGNATURE 	DATE

Distribution: Original: Official Personnel File Copy: Supervisor Copy: Employee Copy: Program File